

CLAIMS

1. A process for production of image cards comprising the following steps:

- printing of a sheet (1) so as to obtain a printed sheet (1a) with a plurality of images (3) disposed in a plurality of windows (30), and
- punching of said printed sheet (1a) so as to obtain a punched sheet (1d) with microperforations (63) along the perimeter of said windows (30) containing the image (3),

characterised in that it further comprises the steps of

- overprinting decorations (43) on said image windows (3), and
- depositing a protective layer (50) on said decorations (43) so as to fix them and avoid removal of material from the decorations.

2. A process according to claim 1, characterised in that said overprinting of decorations (50) takes place before said punching.

3. A process according to claim 1 or 2, characterised in that said step of overprinting decorations takes place by hot transfer of decorations from a decorative foil (42).

4. A process according to any one of the preceding claims, characterised in that said decorations comprise pigments or flakes of noble metals, such as gold, silver and the like.

5. A process according to any one of the preceding claims, characterised in that said protective layer is a transparent varnish (50) which is deposited on the decorations (43) by means of spraying or other means such as brushes, rollers, doctor blades and the like, and is subsequently dried by means of ultraviolet (UV) lamps (56)

6. A process according to any one of claims 1 to 4, characterised in that said protective layer is a thin transparent film of plastic material.

7. A process according to any one of the preceding claims, characterised in that it comprises a step of printing of writing, wherein writings (70) are printed on the back

surface of the punched sheet (1d), in register with each image (3).

8. A process according to claim 7, characterised in that said printing step takes place by means of a photocopying machine or a printer (7).

9. A sheet (1d) comprising a plurality of display cards each comprising a window (30) in which there is represented an image (3) and in which the perimeter of each window has microperforations (63) to allow removal of the single image card, characterised in that each window (30) has a decorative coating (43) and a protective coating (50).

10. An image card comprising a front surface on which an image (3) is represented and a back surface on which writings (70) are reproduced, characterised in that on the front surface of the card there is provided a decorative layer (43) on which a protective layer (50) is deposited.